

LIBRARY DISTRICT

Administration

⇒ **Departmental Goal:** The community sees Yuma County Library District as a leading resource center for information, collaboration, learning, and enjoyment.

County-wide Goal: *Customer Satisfaction*

1081

► **Objective:** During each year of the plan, the number of patrons reporting that they found something interesting and/or enjoyable to borrow from the Library's collection will increase by 5% until we reach and maintain 95% satisfaction.

→ **Measure:** Percentage increase of patrons reporting that they found something interesting and/or enjoyable to borrow.

▷ **Strategy:**

7081

1) Use data from Collection HQ software and our Sirsi automation system to facilitate purchasing decisions 2) Investigate and implement social networking tools to allow patrons to post reviews and recommendations 3) Enhance marketing and merchandising of collection.

| Target / Benchmark : | | | | |
|---------------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| Data collected via survey | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

County-wide Goal: *Community Health, Safety and Well-being*

1082

► **Objective:** Establish 3 offsite locations to retrieve and/or return library materials by FY17/18.

→ **Measure:** Number of offsite locations.

▷ **Strategy:**

7082

Gather information on options and funding sources available

| Target / Benchmark : | | | | |
|-------------------------|-------------|-----------------------|-----------------------|-----------------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| Researching/e valuating | Development | Establish 1st offsite | Establish 2nd offsite | Establish 3rd offsite |

LIBRARY DISTRICT

Administration

- ⇒ **Departmental Goal:** The community uses the library as a people-centered, welcoming place that embraces and promotes community involvement.

County-wide Goal: *Customer Satisfaction*

7068

- **Objective:** During each year of the plan, community use of meeting facilities will increase by 10% until capacity is reached and maintained.

→ **Measure:** Percentage increase of use.

▷ **Strategy:**

7068

1) Collaborate closely with AWC/NAU, schools, and businesses 2) Train staff on district policies for meeting room use 3) Revise meeting room policy and include Main's Centennial outside area and after-hours use of meeting rooms District-wide 4) Promote usage via advertising and outreach.

| Target / Benchmark : | | | | |
|----------------------|------------------|------------------|------------------|------------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 8,076 uses | 10% > prior year | 10% > prior year | 10% > prior year | 10% > prior year |

- ⇒ **Departmental Goal:** The community will have the opportunity to learn about and use information technologies needed for academic and business success, social networking, and leisure activities.

County-wide Goal: *Customer Satisfaction*

1076

- **Objective:** During each year of the plan, patron satisfaction with using library computers and the library's wireless network will increase by 5% until we reach and maintain 95%.

→ **Measure:** Percentage increase of patron satisfaction.

▷ **Strategy:**

7076

1) Create software version upgrade plan to ensure a consistent experience on all library computers 2) Train patrons on use of computers and software 3) Modify filtering policy, according to the State of Arizona "Computer Access by Minors" legislation 4) Continue to pursue increased bandwidth options to meet demand.

| Target / Benchmark : | | | | |
|---------------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| Data collected via survey | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

Administration

County-wide Goal: *Community Health, Safety and Well-being*

1073

► **Objective:** During each year of the plan, the number of website searches will increase by 5%.

→ **Measure:** Percentage increase of website searches.

► Strategy:

7073

1) Develop and/or implement a mobile website 2) Promote websites via advertising and outreach.

| Target / Benchmark : | | | | |
|----------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 424,715 searches | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

County-wide Goal: *Customer Satisfaction*

1074

► **Objective:** During each year of the plan, the number of website users indicating they had success in finding the information they needed will increase by 5% until we reach and maintain 95%.

→ **Measure:** Percentage increase of website users indicating they had success.

► Strategy:

7074

Add feedback option to website

| Target / Benchmark : | | | | |
|-----------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| Option in development | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

LIBRARY DISTRICT

Administration

County-wide Goal: *Community Health, Safety and Well-being*

1075

- **Objective:** During each year of the plan, the use of materials and information in new and emerging formats will increase by 5%.

→ **Measure:** Percentage increase of the use of materials and information in new and emerging formats.

► **Strategy:**

7075

1) Provide ongoing training to staff on how to access and use the formats 2) Enhance collection development in the formats 3) Promote the formats via advertising and outreach.

| Target / Benchmark : | | | | |
|------------------------|--------------------|--------------------|--------------------|--------------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 26,346 eBooks usage | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

All Service Areas

- ⇒ **Departmental Goal:** The community sees Yuma County Library District as a leading resource center for information, collaboration, learning, and enjoyment.

County-wide Goal: *Community Health, Safety and Well-being*

1080

- **Objective:** During each year of the plan, circulation and use of community information and resources for English and Spanish speakers will increase by 15%.

→ **Measure:** Percentage increase of circulation and use of community information and resources.

► **Strategy:**

7080

1) Continue to work with local partners to make more information and resources available, and to cross-promote resources 2) Provide on-going training to staff and patrons on resources available 3) Provide and promote information in English and Spanish via marketing and outreach.

| Target / Benchmark : | | | | |
|-------------------------|---------------------|---------------------|---------------------|---------------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 5,424 info disbursed | 15% > prior year | 15% > prior year | 15% > prior year | 15% > prior year |

LIBRARY DISTRICT

All Service Areas

⇒ **Departmental Goal:** The community sees Yuma County Library District as a leading resource center for information, collaboration, learning, and enjoyment.

County-wide Goal: *Community Health, Safety and Well-being*

7079

► **Objective:** During each year of the plan, circulation and use of health information for English and Spanish speakers will increase by 15%.

→ **Measure:** Percentage increase of circulation and use of health information.

▷ **Strategy:**

7079

1) Continue to work with local partners to make more information and resources available, and to cross-promote resources 2) Provide on-going training to staff and patrons on resources available 3) Provide and promote information in English and Spanish via marketing and outreach.

| Target / Benchmark : | | | | |
|----------------------|------------------|------------------|------------------|------------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 13,709 circulated | 15% > prior year | 15% > prior year | 15% > prior year | 15% > prior year |

⇒ **Departmental Goal:** The community uses the library as a people-centered, welcoming place that embraces and promotes community involvement.

County-wide Goal: *Customer Satisfaction*

7066

► **Objective:** During each year of the plan, overall patron satisfaction with the library's customer service will increase by 5%, until we reach and maintain 95%.

→ **Measure:** Percentage increase of patron satisfaction.

▷ **Strategy:**

7066

1) Develop annual or semi-annual short, simple surveys. Start with new survey to get baseline 2) Regular staff (targeted) trainings on internal/external customer service 3) Regular staff trainings on core competencies 4) Regular staff refreshers on district policies 5) High-interest, non-fiction books ready for check out on release date (we already do this for Fiction).

| Target / Benchmark : | | | | |
|---------------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| Data collected via survey | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

LIBRARY DISTRICT

All Service Areas

⇒ **Departmental Goal:** The community will have the opportunity to learn about and use information technologies needed for academic and business success, social networking, and leisure activities.

County-wide Goal: *Community Health, Safety and Well-being*

1077

► **Objective:** During each year of the plan, the use of the Library District's subscription databases will increase by 5%.

→ **Measure:** Percentage increase of the use of the Library District's subscription database.

▷ **Strategy:**

7077

1) Facilitate and promote online library card registration (with immediate database access) 2) Add database tutorials to our website 3) Provide ongoing training to staff to keep skills and knowledge of databases current 4) Promote databases via advertising and outreach.

| Target / Benchmark : | | | | |
|----------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 127,677 uses | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

Information Services

⇒ **Departmental Goal:** The community sees Yuma County Library District as a leading resource center for information, collaboration, learning, and enjoyment.

County-wide Goal: *Community Health, Safety and Well-being*

1078

► **Objective:** During each year of the plan, circulation and use of job and career information for English and Spanish speakers will increase by 15%.

→ **Measure:** Percentage increase of circulation and use of job and career information.

▷ **Strategy:**

7078

1) Continue to work with local partners to make more information and resources available, and to cross-promote resources; 2) Provide on-going training to staff and patrons on resources available; 3) Provide and promote information in English and Spanish via marketing and outreach.

| Target / Benchmark : | | | | |
|----------------------|------------------|------------------|------------------|------------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 2,469 uses | 15% > prior year | 15% > prior year | 15% > prior year | 15% > prior year |

Information Services

⇒ **Departmental Goal:** The community uses library resources that support the development of youth learning, recreation, and social interaction.

County-wide Goal: *Community Health, Safety and Well-being*

1071

► **Objective:** During each year of the plan, attendance at in-library and virtual teen programs designed to support and round out teens' educational experience will increase by 5% annually until we reach and maintain capacity.

→ **Measure:** Percentage increase of program attendance.

▷ **Strategy:**

7071

1) Skype author visits 2) Utilize experts (musicians, etc.) to provide programs 3) Develop, promote, and diversify Summer Reading Program and other programs 4) Promote programs through school partners 5) Involve teens in designing and promoting programs.

| Target / Benchmark : | | | | |
|----------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 3,016 attendance | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

Information Services, Youth Services

⇒ **Departmental Goal:** The community uses the library as a people-centered, welcoming place that embraces and promotes community involvement.

County-wide Goal: *Community Health, Safety and Well-being*

1067

► **Objective:** During each year of the plan, attendance at library programs for adults and families will rise by 10%.

→ **Measure:** Percentage increase of attendance.

▷ **Strategy:**

7067

1) Offer diverse programs to appeal to a diverse audience 2) Each year assess what, based on attendance, are the most popular programs and do more of them. On less popular, but still important programs, reevaluate marketing, time of program, etc. 3) Use diverse, targeted marketing strategies, including outreach.

| Target / Benchmark : | | | | |
|----------------------|------------------|------------------|------------------|------------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 51,042 attendance | 10% > prior year | 10% > prior year | 10% > prior year | 10% > prior year |

LIBRARY DISTRICT

Youth Services

- ⇒ **Departmental Goal:** The community uses library resources that support the development of youth learning, recreation, and social interaction.

County-wide Goal: *Community Health, Safety and Well-being*

1069

- **Objective:** During each year of the plan, attendance at Babytimes and Storytimes will increase by 5% until we reach and maintain capacity.

→ **Measure:** Percentage increase of attendance.

▷ **Strategy:**

7069

Pursue marketing strategies for target markets (parents, caregivers, bilingual), including outreach to pediatrician's offices and attendance at school and other community events.

| Target / Benchmark : | | | | |
|----------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 10,492 attendance | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

County-wide Goal: *Community Health, Safety and Well-being*

1070

- **Objective:** During each year of the plan, attendance at programs for school-aged youth (under age 13) designed to support and round out their educational experience will increase by 5% annually until we reach and maintain capacity.

→ **Measure:** Percentage increase of program attendance.

▷ **Strategy:**

7070

1) Develop, promote, and diversify the Summer Reading Program (SRP) 2) Promote programs through school partners 3) Involve school-aged youth in designing programs.

| Target / Benchmark : | | | | |
|----------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| 31,630 attendance | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |

Youth Services

County-wide Goal: *Customer Satisfaction*

1072

- **Objective:** During each year of the plan, the number of children, parents, caregivers, and youth who say they are satisfied or very satisfied with youth library programs will increase 5% each year, until we reach and maintain 95%.

→ **Measure:** Percentage increase of satisfaction with youth library programs.

► Strategy:

7072

1) Provide parents and caregivers with ideas and/or materials to help them extend the program benefits 2) Involve participants in choosing/designing programs they want.

| Target / Benchmark : | | | | |
|---------------------------|-----------------|-----------------|-----------------|-----------------|
| FY13/14 | FY14/15 | FY15/16 | FY16/17 | FY17/18 |
| Data collected via survey | 5% > prior year | 5% > prior year | 5% > prior year | 5% > prior year |